**Emails**

**Subjects**

Make sure the subject line is detailed, clear, and concise.

Good examples:

*Subject: H.U. President visit Philippines March 15th*

*Subject: Faculty Meeting, 10am, June 6th*

**Structure**

Try to use a similar structure for each email.

* Greeting
* a compliment or pleasantry
* the reason for your email
* a call to action
* a closing message
* signature

One purpose per email

Keep it short. More than five sentences can be too long. If necessary, include a letter.

Keep sentence short. Write like you speak.

**Language**

**Greetings**

Unless the person is a close colleague, use ‘Dear’ to address them.

Use a colon after the greeting.

Example: *Dear Mrs. Smith:*

**Compliment or Pleasantry**

When you're emailing someone for the first time, then a compliment makes an excellent opener. A well-written compliment can also serve as an introduction. For example:

*•"I enjoyed your presentation about [topic] on [date]."*

*•"I found your blog post on [topic] really helpful."*

*•"It was good to meet you at [event]."*

If you're writing to someone you know, then use a pleasantry instead. A pleasantry is typically a variation on "I hope you're well." Alternatively, you can say thank you for something they've helped you with or for information they sent in a previous email.

**A call to action**

After you've explained your reason for emailing, don't assume the recipient will know what to do. Provide specific instructions. For example:

*•"Could you send me those files by Thursday?"*

*•"Could you write that up in the next two weeks?"*

*•"Please write to James about this, and let me know when you've done so."*

Structuring your request as a question encourages the recipient to reply. Alternatively, you can use the line "let me know when you've done that" or "let me know if that's okay with you."

**Closing**

Before you sign off your email, be sure to include a closing line. This has the dual purpose of re-iterating your call to action, and of making the recipient feel good.

*Examples of good closing lines include:*

*•"Thank you for all your help with this."*

*•"Does that sound good?"*

*•"I'm looking forward to hearing what you think."*

*•"Let me know if you have any questions."*

Sign-off. This could be "Best Wishes," "Kind Regards," "All the Best," or "Thanks." You should always follow your sign-off with your name.

**Contractions and Slang**

Don’t use contractions or slang in formal emails. Write the words in full. Don’t use emoticons, other symbols, or abbreviations such as LOL.

Contraction examples: I’ll, you’re, isn’t,

Make a list of other contracted words you know.

**Be polite but formal**

In each of the following pairs, one sentence or phrase is appropriate for formal letters or emails, but the other one should only be used in informal letters or emails. Write *F* for formal and *I* for informal.

1. \_\_\_\_ I’m sorry about what happened.

\_\_\_\_ I would like to apologize for the inconvenience this caused you.

1. \_\_\_\_ I look forward to hearing from you again.

\_\_\_\_ I can’t wait to hear from you again.

1. \_\_\_\_ Dear Julie,

\_\_\_\_ Dear Mrs. Brody:

1. \_\_\_\_ Yours truly,

\_\_\_\_ Love,

1. \_\_\_\_ I will call you on Monday morning.

\_\_\_\_ I’ll give you a call next week.

1. \_\_\_\_ I appreciate your help in this matter.

\_\_\_\_ Thanks a lot for helping me.

**Check the tone**

Make sure you convey the correct sentiment. Don’t make it too short. Example:

*Dear Emma Stone:*

*Thanks for all your hard work on that report. Could you please get your version over to me by 5 p.m., so I do not miss my deadline?*

*Thanks so much!*

*Harry White*

**Proofread your email before sending.**

**Formal and informal email phrases to learn**

**Greetings**

**Formal**

* *Dear Sir/ Madam,*
* *Dear Sir or Madam,*
* *To whom it may concern: (especially Am.Eng.)*
* *Dear Mr./ Ms. Jones,*
* *Dear Dr. Smit*h,

(Note: First names are NOT used. Using Miss or Mrs. to address a woman is not appropriate, as you don’t know whether she’s married or not)

**Informal** - You can use the following to address someone outside of work, or even a colleague that you know well:

* *Hi Dennis,*
* *Hello Claire,*
* *Dear Mum,*

(Note: salutations are followed by a **(,) comma**, exception: ’To whom it may concern :’)

**Reason for writing/ replying**

It’s important to get your message across properly. Think about your reader and how you would like them to respond to what you are writing.

**Formal -** Use the following phrases to formally illustrate the reason you’re writing:

* *I am writing****to****make a reservation/ to apply for the position of…/ to confirm my booking/ to ask for further information about*…
* *I am writing****with regard******to****the sale of …/ to the complaint you made on 29th February*
* *Thank you for your e-mail of 29th February regarding the sale of… / concerning the conference in Brussels*.
* *With reference to our telephone conversation on Friday, I would like to let you know that…*

**Semi-formal / Informal**

* *Just a quick note****to****invite you to…/ to tell you that…*
* ***This is to****invite you to join us for..*.
* *Thanks for your e-mail, it was wonderful/great to hear from you.*
* I wanted to let you know that / tell you about / ask you if…

**Making a request / Asking for information**

Most of the time, especially in a business context, you’ll need to make requests or ask for information in your emails.

**Formal -** It is important to be polite when you’re emailing to ask for a request formally:

* *Could you please let me know if you can attend … / if you are available for a meeting on 12th December?*
* *I would appreciate it if you could please send me a brochure/ if you could please reply within two days.*
* *Could you possibly arrange a meeting with the Logistics Manager?*
* *I would also like to know if there are any swimming pools in your area.*
* *Please let me know how much the tickets cost.*

**Informal**

* *I was wondering if you could come and see me sometime next week.*
* *Would you mind coming early to help me clear up the place?*
* *Do you think you could call Jerry for me?*
* *Can you call me/ get back to me ASAP? (as soon as possible)*

**Offering help / Giving information**

**Formal**

* *We are happy to let you know that your article has been selected for publication.*
* *I am glad to inform you that we will be holding our annual conference in Brussels on 20 September 2014.*
* *We regret to inform you that the show has been cancelled due to bad weather conditions.*
* *We are willing to arrange another meeting with the CEO.*
* *We would be glad to send you another statement if necessary.*
* *Please do let me know if I can be of further assistance.*
* *Should you need any further information/assistance, please do not hesitate to contact us.*

**Informal**

* *I’m sorry, but I can’t make it tomorrow. (= I can’t come tomorrow.)*
* *I’m happy to tell you that John and I are getting married next month.*
* *Would you like me to come early and help you clear up the place?*
* *How about I come and help you out?*
* *Do you need a hand with moving the furniture?*

**Complaining**

**Formal**

* *I am writing to express my dissatisfaction with… / to complain about…*
* *I regret to say that I was not completely satisfied with the room you provided us.*
* *We regret to inform you that your payment is considerably overdue.*
* *I would like to receive a full refund and compensation for the damages.*
* *I am interested to hear how your company can compensate us for the distress we suffered.*

**Informal**

* *I’m sorry to say that you’re late with the payments.*
* *I hope you won’t mind me saying that the place you’d recommended to us wasn’t as nice as we’d expected.1*

**Apologizing**

**Formal**

* *We would like to apologize for any inconvenience caused.*
* *Please accept our apologies for the delay.*
* *Please let us know what we can do to compensate you for the damages caused.*
* *We will make sure that this will not happen again in the  future.*
* *I am afraid I will not be able to attend the conference.*

**Informal**

* *I’m sorry for the trouble I caused.*
* *I apologize for the delay.*
* *I promise it won’t happen again*
* *I’m sorry, but I can’t make it to the meeting.*

**Attaching Files**

**Formal**

* *I am attaching my CV for your consideration.*
* *I am sending you the brochure as an attachment.*
* *Please see the statement attached.*
* *Please find attached the file you requested.*
* *I am afraid I cannot open the file you have sent me.*
* *Could you send it again in … format?*

**Informal**

* *I’m attaching/sending you the holiday photos.*
* *Sorry, but I can’t open it. Can you send it again in … format?*

**Ending**

To end an email properly you need to finish with the appropriate sign off.

**Formal**

* *I look forward to hearing from you.*
* *I look forward to hearing when you are planning to visit our town.*

**Informal**

* *Hope to hear from you soon.*
* *I’m looking forward to seeing you.*

**Closing formula**

**Formal**

* *Yours faithfully, (when you start with Dear Sir/ Madam,)*
* *Yours sincerely, (when you start with the name e.g. Dear Ms Collins)*
* *Sincerely Yours, (Am.Eng.)*
* *Sincerely, (Am.Eng.)*
* *Yours Truly, (Am.Eng.)*

**Informal**

* *Love,*
* *Thanks,*
* *Take care,*
* *Yours,*
* *Best regards,* (semi-formal, also BR)

**Resources:**

<https://www.myenglishteacher.eu/blog/formal-and-informal-email-phrases/>

<https://learnenglish.britishcouncil.org/en/english-emails>

<https://www.mindtools.com/CommSkll/EmailCommunication.htm>

<https://business.tutsplus.com/articles/how-to-write-clear-and-professional-emails--cms-20939>

**Letters**

If you need to write a more in-depth communication, write a letter and attach it to the email. Use the following format.

